

## **CALL TO ORDER**

The September 25, 2014, regular meeting of the Destination Newport Committee was called to order at approximately 2:08 P.M. In attendance were John Clark, Carrie Lewis, Judy Kuhl, Ric Rabourn, and Lorna Davis. Also in attendance were Cindy Breves, Executive Assistant, Frankie O'Rourke, Seattle Magazine by Phone, Leigh Deinert, CBS Outdoor, and Josh Logon, Comcast.

## **INTRODUCTIONS**

None needed.

## **CONSENT CALENDAR**

The consent calendar consisted of the following items:

- A. Minutes of the August 14, 2014, meeting;
- B. Review of Account, August 2014

MOTION was made by Clark, seconded by Lewis, to approve the consent calendar, as presented. The motion carried unanimously in a voice vote.

## **MEDIA CONSIDERATIONS**

Seattle Magazine proposal was review by the committee. Frankie O'Rourke highlighted some of the key points of the proposal for the committee by phone. She explained that their issue for June is a coast focus issue and they are focusing on travel in both the May and June issues. The deadline for the June issue is April. A full page ad would be \$6,950 for the one issue and a ½ page ad would be \$4,670 for the one issue. This magazine based on the demographics information provided hit the DNC target audience. The committee had a brief conversation regarding the numbers of visitors Newport receives from the Seattle area.

Josh Logan from Comcast presented highlights from his proposal and shared an idea of a TV spot that he felt would speak to the DNC demographic target audience. He provided a list of stations that he felt would match with the DNC target demographic. For \$120 a week Comcast could provide coverage from Vancouver to Roseburg.

CBS Outdoor-Leigh Deinert presented some new last minute poster program opportunities now available to the committee for November. DNC could get 41 posters in the Eugene and Corvallis area for the month of November for about \$10,000 including production and for an additional 9,800 it could be extended through December.

The committee review the Visitor's choice proposal.

All Classic Radio is proposal was review and the committee decided to pass.

The deadline for the OSU Visitors Guide has passed this will be reconsidered for next year.

The committee had a discussion on using phone numbers to track the effectiveness of some of the ads in specific areas. This would give the committee better information in which to decide if the methods they are currently marketing is effective. Davis is going to have someone provide the committee with a proposal to do this type of tracking.

## **OTHER**

Committee reviewed the one application for the open committee position. They need clarification on residence issue and if the business they represent must be in the Newport City Limits. Breves will check the ordinance and get back to the committee. The committee would like to wait until they have additional applications. The Committee also discussed the recommending to the Council to move Judy Kuhl to a committee position for lodging instead of retail.

Davis shared a booklet promotion the Chamber is currently doing.

The committee reviewed the artwork for the new campaign. Several minor changes were discussed that Davis will share with Rand.

Upcoming publishing deadlines were discussed and artwork was selected. Here are the selections: for 1859 Surfer ad, Hospitality Vision will be sent to all three so they may be routed, and COCA will be the senior ad.

## **DISCUSSION AND ACTION**

Seattle Magazine, the committee would like to revisit in January.

Comcast, the committee would like 3 sample commercial productions provided with pricing for possible airing in spring.

CBS Outdoors, pass for now but are interested in future promotions of this type.

Next meeting will be October 16, 2014.

## **ADJOURNMENT**

Having no further business, the meeting adjourned at approximately 3:15 P.M.